

The 30-Day LinkedIn Content Planner

What to post, when to post, and how to stay
consistent without burning out.

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Welcome

Hey, I am so glad this made its way to you.

I created this planner because I have been exactly where you might be right now: staring at a blank caption box, not knowing what to write, posting sporadically, and then going quiet for weeks because it all felt too much.

This is not a complicated system. It is a simple, honest guide that tells you what to post, when to post it, and how to keep going even on the days when you feel like no one is watching. Consistency is the strategy. The algorithm rewards it, your audience expects it, and your confidence builds through it.

Who this is for: Founders, freelancers, and personal brands who want to grow on LinkedIn without hiring a team or burning out.

What you will get: A full 30-day posting schedule, 20 plug-and-play content prompts, caption formulas, best practices, and a monthly tracker.

How to use it: Read through once to get the overview. Start with Week 1. Adapt the topics to your niche. Post. Repeat.

You do not need to be a writer to do this. You just need to show up and say something real. That is always enough.

Why Most Founders Struggle With Content Consistency

It is rarely a talent problem. Most of the time it comes down to these five things:

- 01** | They sit down to write and have no idea where to start.
- 02** | They post once, get little engagement, and assume it is not working.
- 03** | They overthink every word until the post never goes live.
- 04** | They treat every post like a sales pitch instead of a conversation.
- 05** | They wait until they have something impressive to share, which is never.

When you do not have a plan, your brain treats every posting session as a decision made from scratch. That is exhausting. This planner removes the decision. You know what to post, the format, and the purpose of each piece of content before you even open LinkedIn.

"The creators who win on LinkedIn are not the most talented. They are the most consistent. Show up long enough and the audience finds you."

The 5 Post Types That Build Authority on LinkedIn

Every post you write should serve a purpose. These five types cover the full spectrum of what builds trust, grows your audience, and drives enquiries.

01 Story Post

Share a real moment, mistake, or turning point from your journey.

Example: "I lost my biggest client in month three of freelancing. Here is what that taught me about pricing, boundaries, and my own worth."

02 Educational Post

Teach your audience one clear, actionable thing they can use today.

Example: "5 things your LinkedIn headline should include and what most people get wrong."

03 Social Proof Post

Show results, share a client win, or highlight a transformation.

Example: "My client went from 0 inbound leads to 3 qualified enquiries in 30 days. Here is the exact profile change we made."

04 Cheat Sheet Post

Give a condensed, highly scannable resource your audience will save.

Example: "The LinkedIn post formula I use every time: Hook. Context. Value. CTA."

05 Engagement Post

Ask a question, run a poll, or spark a conversation in the comments.

Example: "What is the one piece of advice you wish someone had given you in year one? Drop it below."

How to Use This Planner

Follow these six steps to get the most out of the next 30 days:

1. Read the whole planner first.

Spend 20 minutes going through everything before you write a single word. Get familiar with the post types, prompts, and weekly themes.

2. Choose your posting frequency.

Aim for 3 to 5 posts per week. If that feels like too much, start with 3. Consistency beats frequency every time.

3. Adapt the topic ideas to your niche.

The suggestions are starting points. Swap in your own stories, client wins, and lessons. The more specific you are, the better the content performs.

4. Batch your content.

Set aside 1 to 2 hours once a week to write posts in advance. Scheduling ahead removes the daily pressure and keeps you consistent.

5. Post, then engage.

For the first 30 to 60 minutes after posting, reply to every comment. LinkedIn rewards early engagement and it builds real relationships.

6. Track your results.

Use the Monthly Content Tracker to note what you posted, when you posted it, and how it performed.

Tip: Do not wait until you feel ready. Pick a start date, mark it in your calendar, and treat it like a meeting you cannot cancel.

Week 1 Content Plan (Days 1-7)

Use this week to introduce yourself and your point of view. Keep it warm and personal.

Day	Post Type	Topic Idea	Goal
1	Story Post	Why I started helping people with LinkedIn (the real reason)	Awareness
2	Educational	3 things your LinkedIn headline must do to attract clients	Awareness
3	Social Proof	Client result: from 0 DMs to 5 enquiries in 3 weeks	Trust
4	Story Post	The freelancer lesson that cost me a client and what I changed	Awareness
5	Educational	How to write a LinkedIn About section that actually converts	Awareness
6	Engagement	What is the one thing you wish your LinkedIn profile did better?	Engagement
7	Story Post	What 30 days of daily posting taught me about personal branding	Trust

Week 1 focus: introduce yourself and your point of view. People cannot follow you if they do not know who you are yet.

Week 2 Content Plan (Days 8-14)

Build on Week 1 by mixing education with social proof. Show what you know and what clients experience.

Day	Post Type	Topic Idea	Goal
8	Educational	5 outreach mistakes that get you ignored and how to fix them	Awareness
9	Social Proof	Before and after: profile redesign that doubled connection requests	Trust
10	Story Post	The moment I stopped treating LinkedIn like a job board	Awareness
11	Educational	How to turn one idea into 5 different LinkedIn posts	Awareness
12	Social Proof	Client feedback that reminded me why specificity matters in content	Trust
13	Engagement	Poll: do you batch your content or write it daily?	Engagement
14	Educational	The LinkedIn algorithm: what still works and what to ignore	Awareness

Week 2 focus: mix education with social proof. Show people what you know and what clients experience when working with you.

Week 3 Content Plan (Days 15-21)

Go deeper this week. Cheat sheet and engagement posts position you as a go-to resource.

Day	Post Type	Topic Idea	Goal
15	Story Post	How I went from lurking on LinkedIn to building a client pipeline	Awareness
16	Educational	Why most LinkedIn hooks fail in the first 3 words and how to fix yours	Awareness
17	Cheat Sheet	The 5-part post formula: Hook, Context, Value, Proof, CTA	Trust
18	Social Proof	Client result: cheat sheet design that booked 2 calls in 48 hours	Leads
19	Educational	How to repurpose one long-form piece into 3 LinkedIn posts	Awareness
20	Engagement	Finish this: the best advice I got about building my brand online was...	Engagement
21	Cheat Sheet	The LinkedIn profile audit checklist: 7 things to check right now	Leads

Week 3 includes a cheat sheet post and an engagement post. These formats drive saves and comments, the most valuable signals to the algorithm.

Week 4 Content Plan (Days 22-30)

Finish strong. Reflect, share results, and make it easy for the right people to reach out.

Day	Post Type	Topic Idea	Goal
22	Educational	The 3 content types every personal brand needs to post consistently	Awareness
23	Story Post	What I learned from my lowest-performing post (and why I am glad I posted it)	Trust
24	Social Proof	Client win: how profile optimisation changed the quality of inbound leads	Trust
25	Educational	How to write a LinkedIn CTA that does not feel pushy	Leads
26	Engagement	Hot take: you do not need thousands of followers to get clients on LinkedIn	Engagement
27	Story Post	30 days of posting: what changed, what did not, what I would do differently	Awareness
28	Social Proof	Results from this month: [insert your real metrics and reflections]	Trust
29	Cheat Sheet	My content system for the month: what worked and what I am dropping	Leads
30	CTA Post	Ready for help with your LinkedIn? Here is how we can work together.	Leads

End the month with a reflection and a clear CTA. People who have followed your journey for 30 days are warm. Make it easy for them to take the next step.

Content Prompts Bank

20 fill-in-the-blank starters grouped by post type. Adapt them to your voice, niche, and audience.

Story Post Prompts

"The day I realised [insight] changed everything about how I approach [topic]."

"I used to believe [old belief]. Then [turning point] happened and I have never looked back."

"Nobody talks about the [struggle] side of being a [role]. So I will."

"Three years ago I was [situation]. Here is what I know now that I wish I knew then."

Educational Post Prompts

"The biggest mistake I see [audience] make is [mistake]. Here is how to fix it."

"If you only do one thing to improve your [topic] this week, make it this: [tip]."

"Here is the [topic] framework I use every single time: [steps]."

"Most people think [common belief]. The reality is [truth]. Here is the difference."

Social Proof Post Prompts

"My client came to me with [problem]. Within [timeframe] they had [result]."

"Here is what changed after we [action]: [specific outcome]."

"I received a message last week that reminded me why I do this work: [quote]."

"[Result] is possible. Here is what my client did differently to make it happen."

Cheat Sheet Post Prompts

"Save this: [number] ways to [outcome] without [obstacle]."

"The only [topic] checklist you need this week: [list]."

"Here is everything I know about [topic] condensed into [number] lines."

"Quick reminder for anyone in [situation]: [condensed advice in scannable format]."

Engagement Post Prompts

"Hot take: [uncommon opinion about your niche]. Agree or disagree?"

"What is the one tool, habit, or resource that changed your [work or business]? Drop it below."

"I am curious: when it comes to [topic], are you more [option A] or [option B]? Why?"

"Finish this sentence: The best advice I ever got about [topic] was..."

Posting Best Practices

These are the habits that actually move the needle. Keep them simple and consistent.

Post in the morning.

LinkedIn engagement peaks between 7am and 10am on weekdays. Tuesday to Thursday tend to perform best.

Write like you talk.

Read your caption out loud. If it sounds stiff, rewrite it the way you would explain it to a friend.

Engage before you post.

Spend 10 to 15 minutes commenting on others' posts before publishing. The algorithm prioritises your content.

Vary your formats.

Mix short punchy posts with longer storytelling ones. Variety keeps your audience engaged.

Hook in the first line.

Only the first 2 to 3 lines show before 'See more'. Make every first line earn the scroll.

End with a question or CTA.

Give readers a reason to comment. A simple question doubles engagement on most posts.

Do not post and ghost.

Reply to every comment within the first hour. The comment section is where trust is built.

Review monthly.

Look at your top 3 performing posts each month. Find the pattern and repeat it with new content.

The one rule: show up even when it feels pointless. Consistency compounds.

Caption Formula Cheatsheet

Three proven caption structures you can use over and over. Learn the pattern, then fill in your content.

The Story Arc

- Hook:** Start with a moment, a mistake, or a relatable observation.
- Context:** Add a sentence of background so the reader understands why it matters.
- Turning Point:** What changed? What did you learn?
- Lesson:** The takeaway in one or two clear lines.
- CTA:** Ask a question or invite a response.

Example: Three years ago, a client told me my prices were too low. I did not believe her. Then I doubled them, kept every single client, and finally stopped working 60-hour weeks. The price was never the problem. My confidence was. Have you ever undercharged because you were afraid of the answer?

The List Post

- Hook:** Promise a specific number of insights, tips, or facts.
- List:** Deliver exactly what you promised. Keep each point to one or two lines.
- Closer:** Add one final line that brings it all together.
- CTA:** Ask what they would add, or which point resonates most.

Example: 5 things I wish I had known before starting my LinkedIn journey: 1. Your profile is a landing page, not a CV. 2. Comments matter more than likes. 3. Consistency beats virality, every time. 4. One niche post outperforms ten general ones. 5. People hire people they trust, not people they know.

The Insight Post

- Bold Statement:** Open with a clear, slightly bold opinion or observation.
- Unpack It:** In 2 to 3 lines, explain why this is true or why people get it wrong.
- Proof:** Back it up with a result, example, or client story.
- Close:** Restate the insight in a memorable way.

Example: Most founders do not have a content problem. They have a clarity problem. When you are not sure what you stand for, every post feels like a guess. Get clear on who you help and what you want them to feel, and the content starts writing itself.

Ready to stop guessing and start growing?

Whether you need a complete content system, a standout profile,
or just someone to tell you what to post, I can help.

Cheat Sheet Design

Scroll-stopping lead magnets and visual content that drive enquiries.

Profile Optimisation

Get found by the right people and convert them.

Done-for-You Content

Monthly LinkedIn posts written in your voice.

Outreach Strategy

Start real conversations that turn into clients.

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I respond to every personalised message.